



E Magazine

Winter 2013/2014

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**2014
Hair
Trends**

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New Year New Hair!

In some respects it's been a hair colour fashion year tinged with a little sadness, as 2013 was very much the swan song year for the hair colour looks we have become familiar with over the past 10 years. For many of you, what follows is a familiar quote (you will have heard me sprout before), however I will (for any newcomers reiterate it). Despite what the magazines may tell you, hair is not susceptible to the same swift changes in fashion as seen with clothing. In general, a hair fashion cycle will remain potent for around 5 years, simply because of the mechanics to how human hair grows and can be changed. At the beginning of a hair fashion cycle (as sported on the catwalk), many people are not at a point to which they can immediately adopt the trend. Bit, by bit however the masses will begin to emulate the look until it hits a point whereby it becomes mainstream. Usually a major (and very different) hair look will conclude a previous hair fashion cycle and set hair trends onto a new path. Such a trend was caused around 6 years ago when the graduated Bob cut came highly into vogue. At this point, many women cut off their previous 'shoulder one length' flat ironed styles, and introduced layering and volume at the crown.



This look has subsequently caused hair to grow into longer, fuller layered cuts with emphasis on shape and movement. Within the world of colour, the Ombre trend has now had a similar effect.

*In this edition of the SCE Magazine, I am looking at both new hair trends and the subject of Hair Health. I am finding no subject is raising as many questions (from the public) as hair condition. An era of heavy use of chemical colour, high heats and multiple hair care and styling products has taken it's toll on both the structure and health of our hair. In the featured article '**Hair SOS**' I explain this issue further and give some pointers to getting the hair back on track.*

Whether you are an image expert of hair client & consumer - I hope you find this edition insightful.

Scott Cornwall

ALL COLOUR CHANGE FOR 2014

2013 was really the year the colour consumer became fully aware of Ombre and began growing out previous highlights or coloured impressions into the two tone effect. As we stand (moving in 2014), the Ombre trend will reach an optimum level.



However, it's given rise to the new dawn in hair colour looks – the **'High Natural'**. For Ombre suddenly gave many women a taste of the simpler life, a world where hair colour no longer needs attention every four to six weeks and natural regrowth is acceptable.

2014 will very much be the true beginning of a hair colour era that is split in two divisions – **'High Natural'** (for the masses) and **'Extreme'** for the bolder colour wearers.

The era of the Jennifer Aniston ultra-emphasised highlights has long since past and today's woman wants to identify themselves as being a blonde, brunette or redhead with either a 'Natural' or 'Extreme' edge, void of ambiguous middle ground.

High Natural

The High Natural hair colour will undoubtedly be the dominant presence in 2014 hair colours. High Natural colour works with the individual's own base shade, however creates emphasis and edge by enhancing this base with accent colours and hues which remain within three levels of that natural base shade. The effect allows soft

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All Colour Change for 2014

Continued from page 3

tones to slightly deeper or lighter hues to be added to the individuals natural shade - regrowth lines are not only harder to detect, but also interwoven into the actual look.

With Ombre (and variants of it) hitting the true mainstream in 2014, this will no longer be a hair colour method sported by the 20's and 30's age group. Trends in softer Ombre colour effects enable the look to be equally as flattering on all age groups. For those seeking to cover grey, the **'High Natural'** effect can be achieved by selecting shades 3 levels lighter (than the pre grey base colour) and imprinting a degree of additional lightening on the ends of the hair. The key with High Natural colour is to recognise which colour camp you reside – be it blonde, brunette or redhead. For blondes, work with a mixture of medium to lighter depth, using tones ranging from soft copper (for the warm toned light) to beige (for the cool toned light).

Principles for brunettes apply similarly, but hues including violet pigment (such as mahogany), will aid richness and lustre. The High Natural Redhead should seek vibrancy from their shades, working with temporary and tone on tone colour molecules spanning from deep copper to russet. Lack of requirement for stark contrast between the true natural and artificial shades, will mean gentler colours can be used, with lower strengths or peroxide and no ammonia. These factors will enable greater hair health for the **'High Natural'** wearer and an improved vitality to the hair.

Ultimately, High Natural colours are incredibly low maintenance (obviously excluding issues with grey) and require less upkeep than permanent colourant effects as sported up to this point. Salon colour patrons will also notice a significant amount of 'freehand' colour application with this trend, known as **'balayage'**. Unlike the typical application method for multi-tonal colour (up to now) - foils, Balayage enables the colourist to literally paint the colourant directly onto the hair. Balayage was a popular trend in the 1970's, however the technique can only be deployed with shades sitting three depth levels from the base shade. Therefore, the Balayage method truly sits with the **'High Natural'** trend gaining popularity.



Jessica Chastain (redhead) & The Duchess of Cambridge (brunette) demonstrate 'High Natural' colour.

All Colour Change for 2014

Extreme

As with most fashion trends, you have the night and day aspect – the contrasting principle. This is very much the case for the **'Extreme'** trend, also set to gain dominance in 2014. Unlike **'High Natural'**, **'Extreme'** will tend to sit outside the masses and be sported by dedicated hair colour fashionistas.



Katy Perry, Rhianna and Rita Ora (above) all sporting 'Extreme' examples. 'Extreme' takes inspiration (quite often) from vintage looks with above reminiscent of Elizabeth Taylor, Rita Hayworth & Marilyn Monroe.

Comparable to **'High Natural'** – only in the aspect that it too sits within the blonde, brunette or redhead category – **'Extreme'** colour takes the shade just to that – the extreme! Nowhere is this more evident than with the uprising in popularity for Platinum Blonde. Platinum Blonde hair is perhaps the most extreme shade any base can go, because it requires the complete lightening out of the hairs pigment and neutral-

-sation from yellow (the hairs actual physical colour) to white (via toning). Platinum Blonde hair is by far the most demanding shade to keep up – requiring re-growth to be undertaken every four weeks. In addition, it holds risk for hair health compromising – because overlapping of re-growth application onto previously lightened hair will cause breakage. However, the Platinum follower

is becoming more and more knowledgeable on the whys and wherefores of maintaining the look. Achieving platinum blonde hair is not an activity that can be accomplished immediately. The hair must be lightened gradually (over months) and the true gateway to pure white lies in re-growth – brand new strong hair that will lift evenly and to a shade readily willing to tone to pale.

Extreme Colour... continued from age 5

The huge interest in pastel colours (as seen in 2013), waned due to the factor of hair needing to be a pure white base to display a pastel colour effectively. For those who achieved the pure white base (with a view to becoming an alternating pastel shade), the sheer effort and impact of the white colour achieved, meant many former pastel seekers ended up abandoning the once longed for pink or blue hue and kept with the blonde. Pastel colours will still play a part in 2014 'Extreme' looks, but as accents to blonde bases.

Ultimately, it has to be remembered that a pastel colour is still based from a blonde. Other 'Extreme' shades to be seen in the 2014 will be the vibrant 'redhead', a 'Jessica Rabbit' style look which exaggerates a natural auburn or warm base to display a bold 'redhead' finish. Further colours will be the 'Copper' blonde and the raven black. However, the Raven black (much like the Jessica Rabbit) is a colour adorned and sported by the vintage lover. Therefore many extreme shades will be worn as a secondary facet of classic styling in a homage to The Marilyn Monroe, Elizabeth Taylor and Rita Hayworth looks. Unlike previous shades sported in years gone by,

both the 'Extreme' and the 'High Natural' colours will no longer be used for 'styling' effect. From 2014, physical hair styling will play a strong role in the way women sport their hair. Colour will be used *only in a secondary capacity as a means of supporting a hair identity – the best example being vintage looks.*



FOR IMAGE EXPERTS

Many image experts will ponder which clients the High Natural and Extreme colours will suit. In short, if applied and worn correctly – both colour trends are pretty flexible as to who they flatter. Firstly, High Natural (by its very essence) will suit everyone.

The key with High Natural is to make sure the tones being overlaid are in keeping with the wearers personal colour pallet. For example, the obvious rules apply – beige tones in an autumn will cause problems, as will copper tones in a winter. However, even in these instances, because much of the colour is away from the face (continuing from the Ombre tradition), it tends to be less disastrous than those days when foil effects sat directly around the hairline.

The Extreme trend is very much a 'dramatic' or 'romantic' field. Those individuals with hankerings for natural edges should avoid the 'Extreme' trend. Another interesting factor about 'Extreme' is the colour effects tend to suit seasons in their most potent form – for example, the Platinum Blonde (for the cool spring or blonde winter), the Jessica Rabbit (for the textbook autumn) and the Raven for the archetypal brunette winter. These are classic hair colours, sported by the 'golden age' Hollywood stars who were colourized by Suzanne Caygill, therefore – if a client expresses an interest in such a shade (as long as the personal colouring allows), the colour analysed could refer to historical principles of wardrobe analysing to enable the client to carry it off. Remember, the 'Extreme' trend is heavily reliant upon a signature style to carry the colour off, so if you have clients who are prone to simply allowing their hair to hang and the colour do the work for them – the trend might be a little unforgiving and would be best avoided. In these instances, the 'High Natural' would be a better advisory bet.

HAIR HOW TO

CURL OMBRE

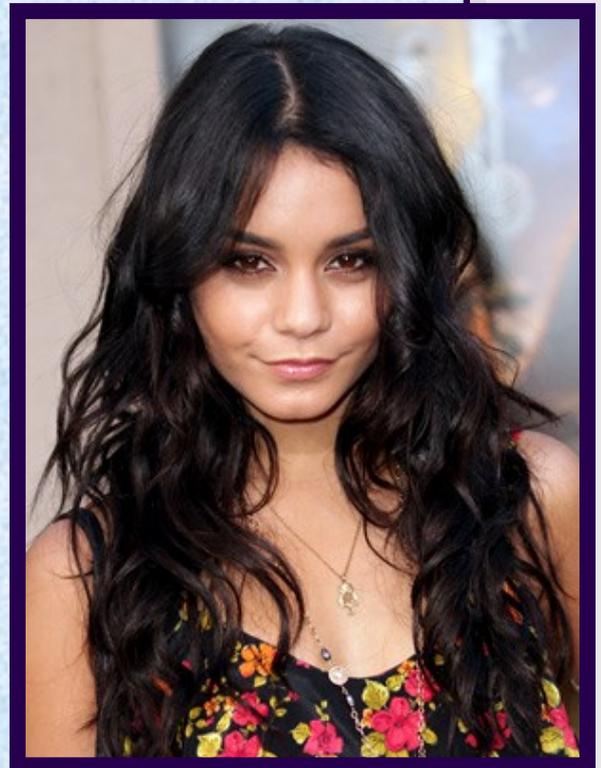


It's not only colour the Ombre trend has effected, 2014 will see texture displaying a similar effect with a look I refer to as '**Curl Ombre**'. Curl Ombre displays texture or curl on the mid-lengths to ends of the hair, producing anything from a tousled to rolling curl effect. The look has been famously sported by the likes of Vanessa Hudgens and Megan Fox. Unlike previous 'flat iron' curls, the curl pattern does not form at the higher hairline areas of the head and ripple down. Instead, the key is very much in the creation of an unstructured curl or movement effect in the mid-lengths and ends of the hair. Curl Ombre is particularly effective with **High Natural** colour, both techniques tend to compliment the other and produce a very soft and aesthetic finish that can be deemed casual or dressy. There are varying styles and ways to achieve Curl Ombre and on the next pages I have outlined two key looks in simple how to form.

The Beach Curl Ombre

This has been a long popular effect for celebrities and tends to work best on blonde hair, however the look can also be deployed well for darker natural bases. To achieve the Curl Ombre beach effect, there are several methods you can deploy however the below is both simple and effective:-

1. Before going to bed, wash the hair – but do not condition. Apply Sea Salt spray and place the hair into two bunches at either side of the head.
2. Next, divide the first bunch into three sections, with the middle section divide again into three and create a traditional plait. Securing at the very tip with a hair band.
3. Now take the loose right hand section and coil this around the plait in a spiral formation, as you would wind around a bendy rod. Secure the wrapped hair at the point the section ends on the plait, using a hair band.
4. Now take the remaining loose left hand section and repeat the above, securing again with a hair band.
5. Repeat the above four steps on the second bunch. Once both bunches have been wrapped securely, sleep on them overnight.
6. In the morning, remove the hair ties, and release the hair – breaking up with your fingers. You should find your hair is a mixed texture of waves and loose spiral curls – creating a textured beach effect.



Cascade Curl Ombre

The Cascading Curl is particularly suitable for thick, course or long hair. The idea is to produce a rounded, rolling curl in the mid-lengths to ends of the hair. The below technique is quick and easy to achieve but gives effective results.



1. Working from dry hair, brush thoroughly and pull the hair into a high ponytail at the crown.
2. Now, using a medium (not large) barrel curling tong, begin pulling out 2cm sections of hair from the ponytail and winding in a spiral formation around the tong. Allow the hair to heat and remove the tong from the created curl. For best results, use a pin curl or sectioning clip to grip the new curl up into the stem/band section of the ponytail and away from the rest of the hair.
3. Continue segregating and curling 2cm sections from the ponytail and pining the new curl up and away at the stem.
4. After curling and pining all the hair in the ponytail, leave for 20 minutes to cool (or longer if you wish).
5. Once the curls have cooled, remove all the clips and allow these curls to drop free. Now, very carefully remove the hair band from the ponytail and use your fingers to gently break the curls up. You will find, the curls begin around the jaw line and produce a free and cascading effect.

Scott Cornwall

FEATURE PIECE

Hair

S.O.S



A decade of lots of chemical treatment and high heats from straightening irons has taken its toll on our hair. More and more people are complaining about breakage, unruly texture and just plain lack in hair quality – but how has this happened and what do future hair trends have in store for our hair health?

The biggest misconception to hair damage comes from the assumption of worst culprits. Ask any large collection of people and the answers will vary from bleach, to colourants, perms and relaxers. However, only now have people begun to understand the number one cause of much of the hair damage in the world today comes from excessive use of heated appliances and in particular, straightening iron. The issue with straightening irons is not caused by their gen-

eral purpose, in fact, today's straightening irons are far improved in quality to those seen on the market 10 or more years ago. However, the extreme problems with straightening irons are caused by the public's reliance on them as a daily item and (more importantly) the combination of the high temperatures emitted from the tools coupled with an extreme collection of build up (from hair care and styling products on the hair). For in many respects, straightening irons can be the silent assassin, smoothing the

surface of the hair and making you believe that silky texture corresponds with a strong and resilient central section of each hair – this is not true. Let me explain the biggest issue I have discovered in the past few years within the sector of home hair care.

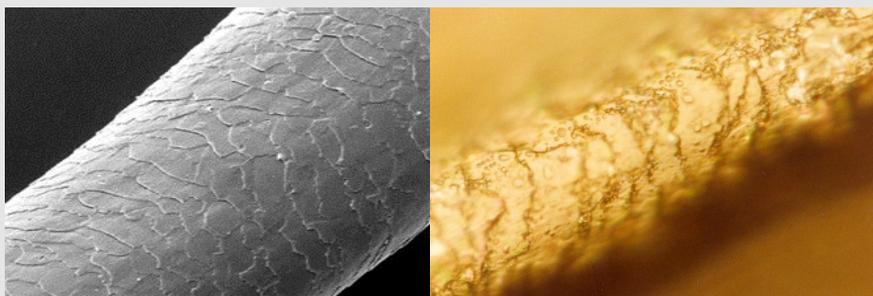
The biggest misconception to hair damage comes from the assumption of worst culprits.

Hair SOS

Today's hair and styling products are all about improving the texture of the hair, making it seem more manageable, healthier and glossy. In fact, (for many) it's hard to remember the old days when hair was difficult to comb after washing, squeaked when it was washed and became coarse and unmanageable. These aspects were actually demonstrating the hair true texture. With advancements in silicones - today's shampoo, conditioners and styling items bring lustre and vitality to the hair. However, it is to be understood, silicones (in the most part) are used for surface benefits, so whilst the hair may feel strong and healthy - any damage could still be very much present under the cuticle and inside the hair. A common misconception (which is beginning to arise) is that silicones are 'damaging' - this is not technically true. Advanced silicones will bring hydration and moisture to the hair. However, what is starting to happen is a situation whereby (as a world of

hair consumers) we have gone into silicone overload. Despite what hair product manufacturers would hope, consumers cherry pick items from varying ranges to achieve their desired effects. Typically a consumer will select a shampoo from one range, a conditioner from another and styling products from two or three other (varying) brands. These combinations of products have not been manufactured in synergy and what occurs is a mulching of varying types of silicone and surface agents on the hairs cuticle, in some cases conflicting dramatically with one another. Within hair care product composition you have two differing types of silicone - water soluble and non water soluble. Water soluble silicones can be easily washed from the hair, however non water soluble silicone is not designed to leave the hair. Therefore, if you begin encasing a wa-

ter soluble silicone with a non water soluble silicone you will begin to bog the hair down. In addition to this, other conditioning and surface agents will start collecting along the shaft and building a barrier that becomes difficult to remove. As stated, hair care manufacturers design and produce products to work in harmony with a specific range, however combining your items from other ranges can produce a strange cocktail effect on the hair, which none of the brands (of which you are using) can explain or seek to remedy. So with this layer of surface residue, silicones and conditioning polymers residing on the hair's surface—you then take your straightening irons (often with a heat of over 200 degrees) and cook this barrier into your hair. Whilst many silicones have high melting points, some do not - and coupled with additional ingredients (you have coated your hair with), a scorching effect can occur - whereby the residue firstly starts to melt and then becomes plasticised over the hairs surface.



Left photo demonstrates a healthy hair and cuticle, whilst the right photo shows a cuticle encased in silicones and barriers—effectively glued shut.

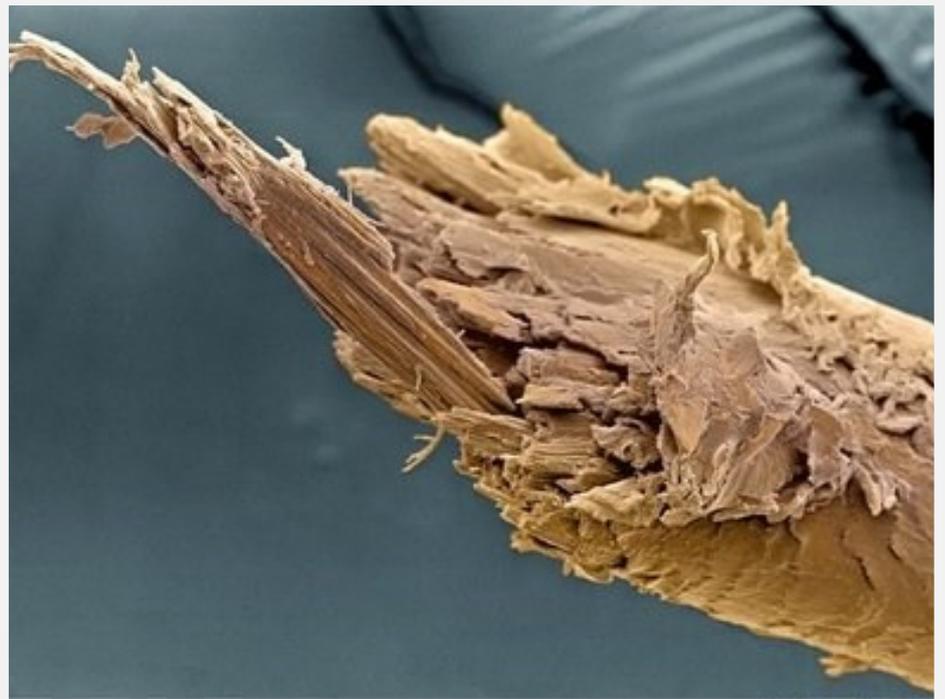
Hair SOS

Not only have I noticed this occurrence in vast numbers during the past few years, but secondary factors have now occurred whereby by colourants containing silicones (which actually enter the inside of the hair) are doing the exact same thing, but on the inside – which can be much harder to remedy. Although I often refer to this occurrence as ‘silicone damage’, the polymers and ingredients which can build up and burn in this way (when ironed) are numerous. Ultimately, continued ironing will cause the matter to worsen, because when the cuticle layer is encased, it is no longer able to rise and lower with washing and exposure to water.

Therefore, the central area of the hair (the cortex) begins to dehydrate and will (when you apply those further high heats from straightening irons), start to literally cook. What then occurs is a situation whereby the outer layer of the hair has a strange synthetic shine, however it begins to snap or appear fluffy. At

this point, what has begun to occur is the hardening and cracking of the keratin fibres and the elasticity of the hair reducing due to the synthetic outer shell (with no elasticity itself), putting undue tension on the hair shaft when wet, subsequently causing this hair to break when it’s either brushed or combed.

When the cuticle layer is encased, it is no longer able to rise and lower with washing and exposure to water



A human hair which has suffered severe internal damage from heat application. The keratin fibres have boiled, hardened and cracked. Whilst build up disguised this damage until the point of breaking.

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Hair SOS

These outlined issues have become the most predominant found within the subject of hair health. Indicators of the problem can be either attempting to change the colour or texture of the hair (by perming or keratin smoothing), only to find either no result occurs (as the outer layer of the hair is encased and the product cannot enter to evoke such change) or a partial result is seen, whereby the top sections of the hair (which typically have the least damage) take to the new result, but the lower sections remain unchanged. A very distressing factor can also occur if a stronger product (which tends to be ammonia based) is applied to the hair. In some instances the ammonia can effectively penetrate the plasticised outer shell, but due to the severe damage (unknown to the wearer) on the side of the hair, when the ammonia enters and causes the hair to swell, the hair fibre will be so compromised it becomes pulpy and the hair appears to suffer extreme damage due to the ammonia process. In these instances, the damage had actually happened prior to the treatment by excessive heat – however the individual was simply not aware of it.

The Road To Repair



As previous stated, straightening irons are not the enemy, however people really need to recognise that subjecting the hair to continual high heat – coupled with deposited barriers (of silicones and varying polymers) on the hairs surface will lead to vast long term problems. Today's hair consumer is more aware than ever of the importance of hair health, with many women wanting to increase growth, improve health and display a genuinely strong and lustrous mane. Therefore, the following pointers should give each individual in the right direction to either improving hair health or prevent damage.

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Hair SOS - The Road To Repair

1. Stop with the irons

If you are a regular iron user – stop immediately. Straightening irons are great for producing sleek finished effects, but if you are reliant on using your straightening irons every single day there is a problem. Ironically a Japanese thermal straightening would be a far better option to consider (if you want daily poker straight hair). Whilst this system still uses heated irons and perming chemicals, the process can typically be done once or twice a year and in the interim periods you won't have to subject the hair to daily (or even regular) straightening.

2. Clarify

Clarify the hair – few people realise the importance of doing this at least once a week, but ideally every few washes. Clarifying shampoos are basic cleansers which contain no added conditioners, silicones or polymers. Even baby shampoo can act as a clarifying shampoo. By clarifying your hair every few washes, you prevent product build up occurring and reduce the risk of surface heat damage from electrical appliances such as straightening irons.

3. Ease up on the blow-drying



Daily 'round brush' blow-drying can also be problematic, especially if you have bleached or highlighted hair. Applying direct heat onto the same spot when round brush blow-drying often occurs when the individual is starting a new section, typically the root areas will receive a prolonged blast of heat (as you attempt to grip and roll the brush) and coupled with the tension of the brush movement, can lead to breakage in the root areas (especially at the crown). If you feel your hair is quite damaged or vulnerable but like the effects of round brush blow-drying, try switching to winding the hair on large Velcro rollers and either allowing to dry naturally, or using a Hood Dryer. Hood Dryers emit more air than heat, so the hair dries exceptionally well – without the risk of localized heat in specific areas. In addition, roller sets tend to have a longer lifespan than traditional blow-drying.

Hair SOS - The Road To Repair

4. Try Coconut Oil Treatments

Try using a coconut oil treatment. If you have dry, coarse or damaged hair applying pure coconut oil (after clarifying) can work wonders. Coconut Oil is one of the few natural substances that has a molecule small enough to enter deep inside the hair. Only use a tiny amount (less than half a teaspoon) and apply to newly clarified hair. Work through and wrap the hair in cling film – leaving for 30 minutes. Before rinsing applying a small amount of clarifying shampoo to the hair and comb through. Then proceed to applying water and lathering out. It's important to apply a small amount of clarifying shampoo to the hair (prior to rinsing) as oil will not be entirely removed by water alone. Therefore, you need to shift the surplus oil from the hair with a cleansing agent to aid good rinsing.



5. Beware of too much Conditioner

Beware of too much conditioner! Without a doubt the biggest misconception is you can't have too much condition. Deep penetrating protein conditioners (even the coconut oil) can have great effects, however if you overload the hairs centre (Cortex) with too much protein it will become stuffed. When the hair is filled with too much protein it can begin to harden and lose its elasticity – ultimately snapping, just as you will find if the hair lacks hydration. Therefore (and unless the hair is very damaged), stick to treatments perhaps one a week or twice a month – especially if you have fine or sparse hair.

FOR THOSE WHO HAVE SUFFERED SERIOUS DAMAGE OR ARE FINDING HAIR LOSS

If you have suffered noticeable hair damage or are finding you are losing/shedding excessive hair from the root areas, it might be advisable to visit a trichologist. Trichology is the practise of both hair and scalp issues and bridges directly into medical. To find a trichologist near you, visit the Institute of Trichologists website at

www.trichologists.org.uk

Product Recommendations



L'ANZA Trauma Treatment

For those who have suffered hair damage (particularly during colour processes), L'Anza Healing Colour Care – Trauma Treatment is an excellent solution. Trauma Treatment has ultra healing ingredients and UV protectors designed to hydrate and replenish over processed and damaged hair. In particular, it's key attribute as an advanced technology which aids hair colour uptake – meaning artificial colour services on (previously damaged) hair can be applied without risk of either grabbing or fading. For those who might be seeking a colour change in the future or be in need of colour correction, Trauma Treatment is a particularly good item to use in the weeks leading up to the service to prepare and protect the hair.

www.lanza-hair.co.uk

Pin-up Smooth & Straight - Straightening Kit

The Pin-up Smooth & Straight – Straightening Kit brings the salon keratin blow-dry treatment into the home. Particularly suitable for those who constantly blow-dry and straighten their hair (to manage), the smooth and straight kit produces 6 weeks of smooth, straight manageable hair that can be simply 'blast dried' with a hairdryer after washing. The product does not contain any formaldehydes and is safe to use on all hair types. www.pinup-perm.com



Colour Restore Chocolate

Chocolate is the newest product in my Colour Restore range, launched earlier in 2013. I developed the product after recognising so many people were suffering from depth fade in their brunette shades. In most cases these people were resorting to applying further permanent brunette hair colour, which only evoked further damage and fading. Colour Restore Chocolate is a conditioning base containing pure brunette colour molecules, designed to replenish faded brown shades and restore the previous rich depth and lustre. The product is free from peroxide, ammonia and PPD's and can be used as little or as often as desired, without the risk of damage to the hair. www.scottcornwall.com



Product Recommendations



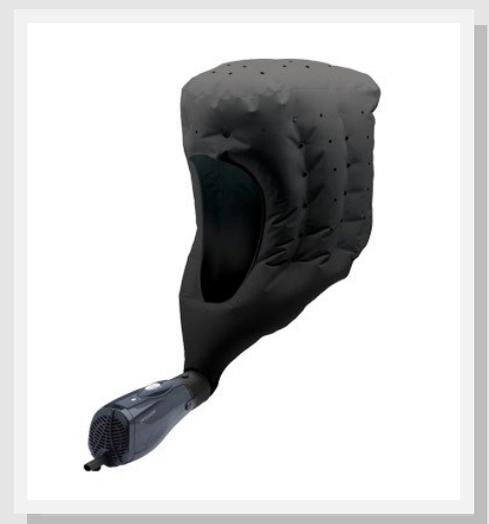
Bumble & Bumble Chalk Sprays

These particular products are a great idea for platinum blonde (or very light) bases who fancy experimenting with pastel hues, without having to use the traditional water based colouring method. The Chalk Sprays enable you to direct your chosen colour onto specific areas of the hair to produce your desired effect. Including shades Mint, Lavender, Blush and Colbait they will last until your next wash and can be interchanged. Apparently also useable on darker bases, the trend for hair chalking gives high effect and great flexibility to add fashion colours to your current base. These particular Bumble & Bumble products are a clever advancement on the traditional chalk sticks.

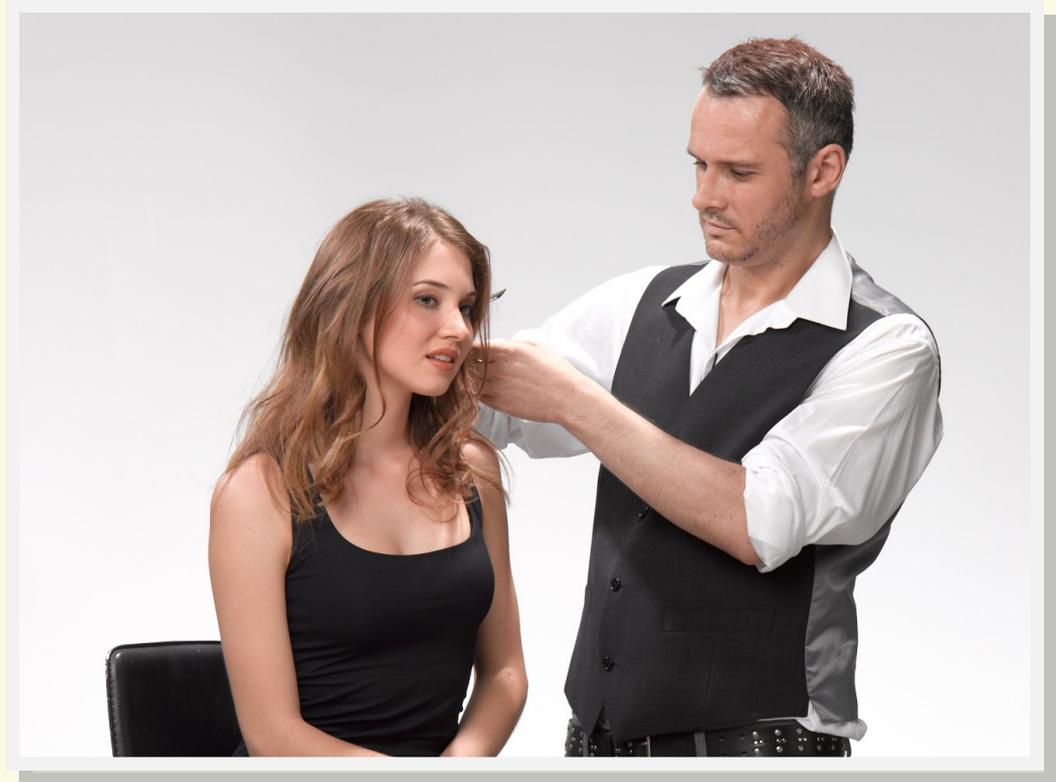
www.bumbleandbumble.co.uk

Vidal Sassoon Hood & Palm Dryer

The Vidal Sassoon Hood and Palm Dryer is a great item for those who want to achieve full volume and curl sets or simply to duplicate the results of blow-drying without having to use a round brush and dry a section at a time. To use, you simply wind your hair (from wet) on traditional rollers (for a curly result) or for a blow-dry finish, use large Velcro rollers. Pull the hood onto your head and then switch on. Because the hood section fills with warm air, the hair is dried evenly from the roots – which is ideal if you like additional volume. The dryer also folds away very discreetly so it can be packed into a drawer without requiring the same amount of storage space as traditional hood dryers. This item is particularly good if you have troublesome hair that needs heat styling, but want to rest it from the direct heat found with straightening irons, blow-dryers or tongs. www.vidalsassoonlectrical.co.uk



Scott Cornwall Classes, Clinics & Image Industry Training 2014



***Scott Cornwall
Hair Consultancy
Classes, Clinics and
new image industry
training.***

About My Work

The ability to sit down and teach a person not only what hair cuts, styles and colours suit them, but also to educate them on managing hair (themselves) and finding a hairstylist who works just for them has literally altered the lives of hundreds of women (and men). Much of the

secret to good hair is understanding and knowing what works personally for you and then having the building blocks to implement these key factors throughout your day to day life and beyond.

I operate a very unique method whereby I use principles from colour analysis, personal category type and hair technology to establish each individual's exact personal colouring, ideal hair look and on-going hair maintenance programme.

Within each individual is perfect hair, but very few people understand that we all have our own unique colouring (eye and skin tone) to which some colours will work with and others won't. Likewise our personality and physicality (combined) offer unique potential to achieving hair looks that always work for you. This isn't about copying someone else's hair look—it's about discovering your own.

Our hair quality and texture is also a facet which dictates ultimate hair look, and there are so many ways texture and hair quality can be changed to suit.

Scott Cornwall Classes & Clinics 2012

The Benefit of Hair Classes

Many clients will typically wish to receive a consultation with me on a 121 basis, however few realise the benefit of attending a class. My classes will usually feature 6 delegates and last around 3 hours. During this time, I am in turn able to analyse and understand each delegates hair (and hair issues) and give the exact education so as each individual knows what will work 100% for them. In the class environment, every delegate not only learns about their own hair, but gains an invaluable understanding of their fellow delegates specific hair issues and can objectively see why the paths and advice I am giving work uniquely on a person to person basis.

Hair Class Attendance

Class attendance gives individuals the best scope for learning their own hair and what works just for them. Each class lasts 3 to 4 hours and features 6 delegates.

£125 pp

121 Personal Clinic

121 Personal Clinics are preferable for individuals who have deeper hair issues and problems. A hair clinic sessions approximately 90 minutes.

£250

Image Industry Training

If you operate an image business (be it Image Consultancy, Fashion Styling or hair), I offer several training workshops and modules, designed to help you understand hair in relation to your business and increase profits and clientele. For further details visit the 'Image Industry Training' section of the website.

www.scottcornwallhair.com



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